

ORDER

**WOOD**

Orders

Order / Rev: 213644

Alt Order #: 6862467

Product Desc: MIKE OBRIEN 4 CONGRE

Estimate: 540

Flight Dates: 10/10/12 - 10/14/12

Original Date / Rev: 10/10/12 / 10/10/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Abar Hutton Media

Buying Contact:

Billing Contact:

6190 Grovedale Court

Alexandria, VA 22310

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Mike O'Brien For Congress (D)

Demographic: A35+

Product Codes: PL1

Priority: P4

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN1569

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/14/12 | 9 | \$3,400.00 | \$2,890.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| October 2012 | 9 | \$3,400.00 | \$2,890.00 | 0.00 |
| Totals | 9 | \$3,400.00 | \$2,890.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|------------|
| WOOD | 45% | \$3,400.00 |
| Market | 100% | \$7,555.56 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 1% | \$75.56 |
| WGVK | 0% | \$0.00 |
| WGVU | 0% | \$0.00 |
| WLLA | 0% | \$0.00 |
| WOTV | 0% | \$0.00 |
| WTLJ | 0% | \$0.00 |
| WWMT | 39% | \$2,946.67 |
| WXMI | 5% | \$377.78 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |
| WZZM | 10% | \$755.56 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WOOD | 10/11/12 | 10/12/12 | 5am Daybreak | CM | 5a-6am | ---TF-- | :30 | 1 | \$150.00 | P4 | 0.00 | NM | 1 | \$150.00 |
| 5am Daybreak | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ---TF-- | | | 1 | | | \$150.00 | | 0.00 | | | |
| E 2 | WOOD | 10/11/12 | 10/12/12 | | CM | 10-11a | ---TF-- | :30 | 2 | \$200.00 | P4 | 0.00 | NM | 2 | \$400.00 |

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Advertiser: POL/Mike O'Brien For Congress (D)
 Product Desc: MIKE OBRIEN 4 CONGRE
 Estimate: 540

WOOD

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|----------------|---------|-----|-------|------------|-----|------|--------|-------|------------|
| TODAY 2 Today Show 3 Today Show 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 3 | WOOD | 10/12/12 | 10/12/12 | Noon News News 8 @ Noon | CM | 12-1p | ----F-- | :30 | 1 | \$225.00 | P4 | 0.00 | NM | 1 | \$225.00 |
| NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$225.00 0.00 | | | | | | | | | | | | | | | |
| E 4 | WOOD | 10/11/12 | 10/12/12 | M-F 6p News M-F News 8 @6p | CM | 6-630p | ---TF-- | :30 | 1 | \$1,125.00 | P4 | 0.00 | NM | 1 | \$1,125.00 |
| 6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-- 1 \$1,125.00 0.00 | | | | | | | | | | | | | | | |
| E 5 | WOOD | 10/13/12 | 10/13/12 | Daybreak Sat @7am Daybreak Sat@7am | CM | 658-8a | -----S- | :30 | 1 | \$275.00 | P4 | 0.00 | NM | 1 | \$275.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$275.00 0.00 | | | | | | | | | | | | | | | |
| E 6 | WOOD | 10/13/12 | 10/13/12 | Today Show Sa Today Show Saturday | CM | 758-10a | -----S- | :30 | 1 | \$375.00 | P4 | 0.00 | NM | 1 | \$375.00 |
| SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$375.00 0.00 | | | | | | | | | | | | | | | |
| E 7 | WOOD | 10/14/12 | 10/14/12 | Daybreak Sun @7am Daybreak Sun @7am | CM | 658-8a | -----S | :30 | 1 | \$250.00 | P4 | 0.00 | NM | 1 | \$250.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$250.00 0.00 | | | | | | | | | | | | | | | |
| E 8 | WOOD | 10/14/12 | 10/14/12 | Today Show Su Today Show Sunday | CM | 758-9a | -----S | :30 | 1 | \$600.00 | P4 | 0.00 | NM | 1 | \$600.00 |
| SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 9 | \$3,400.00 |